

Remarks/Arguments

Reconsideration of the rejections set forth in the Final Office Action dated March 23, 2006 is respectfully requested. Specifically, Applicant believes that the Examiner has a fundamental misunderstanding regarding the various entities involved in a tradeshow, the invention, and/or the teachings of the primary reference, Pekowski (USP 6,557,007).

Briefly, the main entities involved in a tradeshow include 1) a show organizer who organizes the tradeshow; 2) exhibitors who exhibit their products or services at the tradeshow, normally at an pre-selected booth or table; 3) a supplier or suppliers who provide services to the exhibitors to enable the exhibitors to function at the tradeshow; and 4) attendees or visitors who attend the tradeshow to see the newest products or services being offered by the exhibitors.

Pekowski teaches the use of a database to enable tradeshow exhibitors (i.e., their back offices) to order necessary supplies (i.e., telephone lines, electric services, etc.) from a supplier or vendor so that the exhibitors can operate effectively at a tradeshow. See Col. 1, lines 5-35. Contrary to the Examiner's statements, only the suppliers' products and/or services are stored and disseminated via the database ("... a convention processing system is provided that includes ... service information identifying a plurality of services available to exhibitors at the show, supplier information identifying at least one supplier for each service" Col. 1, lines 45-61). **No information regarding the products or services of any exhibitor is collected, compiled or distributed.** See Col. 1, lines 35-54; Col. 7, line 3 to Col. 8, line 28 (note these pages were cited by the Examiner).

Furthermore, Pekowski's system is a point-of-sale system, one that allows exhibitors to place orders for items necessary for them to set up their exhibits at a tradeshow. As such, Pekowski's system necessarily includes login names, passwords,

billing information such as credit card numbers, and other sensitive financial information. Col. 8, line 17-28 and Figure 2. As the Examiner correctly noted, Pekowski does not teach “distributing the database in an electronic medium to a tradeshow attendee.” This is because Pekowski’s database can never be disseminated to a tradeshow attendee due to the private financial information of the exhibitors contained in the database. Because Pekowski teaches away from allowing the public to use its database, there is no motivation to combine its teachings with those of Erturk (USP 6,135,776), which merely teaches the use of CD-ROM.

On the other hand, the subject invention teaches a public database system – one that services the public visitors to the tradeshow by including information of products and services of the exhibitors. Perhaps it could be better understood by viewing it as an electronic map and brochure of the exhibitors at the tradeshow. Instead of a database system for the back office of an exhibitor, the instant invention teaches a public database wherein the entire set of information contained in the database can be disseminated regardless of who the recipient might be.

Since Pekowski’s database does not contain any product or service information of any exhibitor, and because Pekowski’s database does not allow public dissemination (to the tradeshow attendees), it is respectfully submitted that the references cited by the Examiner do not render obvious the subject matter defined by claims 1-22. Thus, Applicant respectfully submits that the pending claims 1-22 are in condition for allowance. A notice to that effect is earnestly solicited.

If the Examiner has any questions regarding the foregoing, or if the Examiner believes that an interview would facilitate the examination of this application, or if any

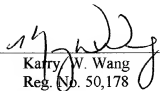
additional information is required, the Examiner is invited to telephone the undersigned at the number provided below.

Respectfully submitted,

Law Offices of Karry W. Wang

Dated: June 23, 2006

By


Karry W. Wang
Reg. No. 50,178

Law Offices of K. W. Wang
3342 Park Ridge Dr.
Richmond, CA 94806
Tel: (510) 223-8818
kwang@kwwang.com